



Driving Insights No. 18



Collision Drivers in the Utilities Industry

DriveCam is pleased to continue its Insight Series with deeper look at the most prevalent behaviors associated with collision drivers in the utilities industry. While drivers with one or more collisions represent 6% of all utilities drivers in the study, more than 64% were consistently cited for five poor driving behaviors. Additionally, drivers with one or more collisions showed a significantly higher frequency of all poor driving behaviors. Recognizing these poor driving behaviors as leading indicators of future risk can help fleet safety and risk managers coach and train drivers to avoid costly outcomes.

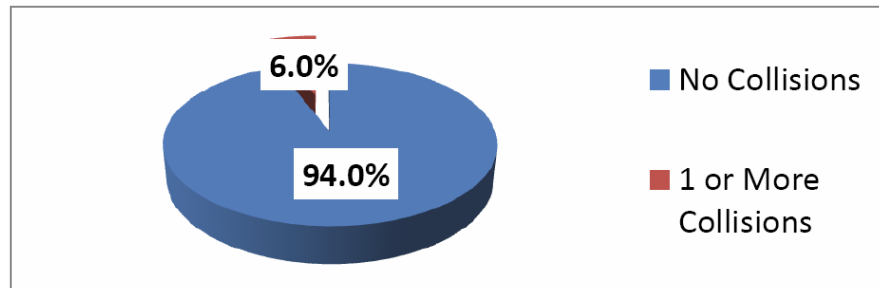
DriveCam’s Video Event Recorder provides the unique ability to identify when a collision has occurred. DriveCam does not review collision events for legal reasons; however, video review of a driver’s prior non-collision risky behaviors allows DriveCam to better understand those behaviors that act as leading indicators of collisions. Identifying these behaviors provides safety managers a focused direction in coaching and training.

This newsletter focuses on the analysis of over 7,000 drivers in the Utilities industry who were active between June 2009 and June 2010. The behaviors with the largest observed variance between Utilities drivers with no collisions and those with one or more collisions were:

- **Not Looking Far Enough Ahead** (56% of collision drivers, 36% of non-collision drivers)
- **Following Too Close** - 4 seconds or less (69% of collision drivers, 54% of non-collision drivers).
- **Handheld Cell Use** (37% of collision drivers, 22% of non-collision drivers)
- **Traffic Violations** (27% of collision drivers, 13% of non-collision drivers)
- **Driver Not Wearing Seat Belt** (44% of collision drivers, 33% of non-collision drivers)

Utilities Drivers in a Collision

Chart 1 represents the distribution of drivers with no collisions and one or more collisions. Just over 6% of Utilities drivers active during the analysis time period were involved in one or more collisions.

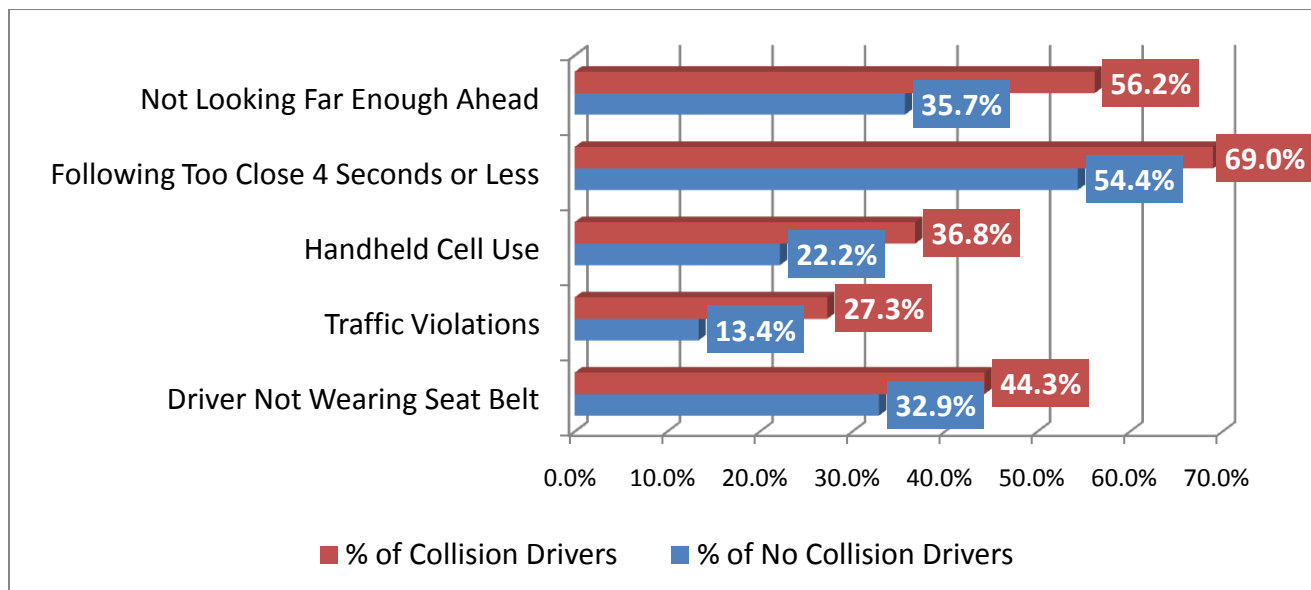


Utilities Driver Behaviors

Chart 2 compares the percentage of drivers who exhibited different risky behaviors during video review by type of driver (no collision and one or more collisions):

- Over 56% of collision utilities drivers were identified not looking far enough ahead prior to a future collision. In comparison, 36% of non-collision drivers were identified exhibiting the same behavior.
- 69% of collision drivers were identified following too close at a following distance of 4 seconds or less compared with 54% of non-collision drivers.
- Nearly 37% of collision drivers were identified using a handheld cell phone without a hands-free device prior to a future collision. In comparison, 22% of non-collision drivers were identified exhibiting the same behavior.
- 27% of collision drivers had a traffic violation prior to a future collision compared with 13% of non-collision drivers.
- 44% of collision drivers were identified not wearing a seat belt compared with 33% of non-collision drivers.

Chart 2



About DriveCam Insights

DriveCam’s *Driving Insights* is designed to provide insight for executives and managers throughout a variety of transportation industries. It is derived from DriveCam’s extensive database of driving events from over 3 billion driving miles – the largest in the world. *Driving Insights* is released on a regular basis.

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As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Our solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 150,000 commercial vehicles. In addition, DriveCam has monitored and analyzed data from over 3 billion driving miles and holds the world’s largest database of risky driving, which is continually used to improve proprietary analytics and deliver insights into transportation industry trends. DriveCam was recently recognized as #30 in *The Wall Street Journal’s* listing of Top 50 Venture-Backed Companies. For more information, visit www.drivecam.com.